



ENERGY STAR Appliance Campaigns: 2006 Review and A Look Ahead

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Summary



- 2006 Appliance Campaigns
- What's Ahead for 2007?
- 2007 Priorities



2006 Appliance Promotions Calendar



Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
			Clothes Washer Campaign								
					Cool Your World - Room AC Campaign						
						Refrigerator Retirement Campaign					
									Dishwasher Campaign		

2006 Clothes Washer Campaign (April 1 – September 30)

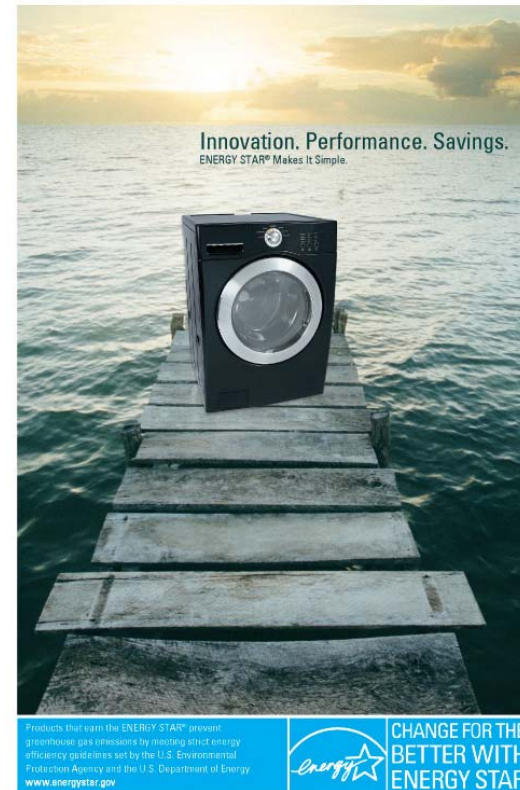


Objective:

- Promote clothes washers that already meet 2007 ENERGY STAR criteria

Actions:

- 5 manufacturers developed ENERGY STAR-themed clothes washer promotions
- 111 Energy Efficiency Program Sponsors (EEPS) offered rebates for qualified clothes washers



Partner Participation in 2006 Clothes Washer Campaign



It pays to be **green**.

Save up to **\$200** now on all Bosch ENERGY STAR[®] qualified products.*

Next[®] Laundry



- **SENSETRONIC[™]** Plus for optimal washing results
- **1000W** external water heater
- **64 dB** quiet operation
- Extra large drum capacity: **8.7 cu. ft.**
- ENERGY STAR[®] qualified

- **1-hour WRINKLELOCK[™]**
- **SmartSense[™]** stainless steel drum
- **SMARTDUECT[™]** moisture moisture control to prevent over drying
- **11** drying programs
- **67 dB** quiet operation

Dishwashers



- **Heavy** sput operation
- **OPTIDRY[™]** for superior drying results
- **PowerScrub[™]** Plus
- **SmartSense[™]** TALLTUB
- **AQUASTOP[™]** leak protection system

- **Heavy** sput operation
- **SENSETRONIC[™]** wash system
- **POWERBOOST[™]** wash option
- **Triple Filtration** system
- **AQUASTOP[™]** leak protection system

At Bosch, we're committed to protecting the environment, from practicing lean manufacturing to designing the most efficient machines at the market. Our dishwashers use less water. And our laundry systems reduce energy usage by up to 40% and water usage by up to 50% compared to conventional models. All while offering state-of-the-art features and unparalleled functionality. Because we believe you should never have to sacrifice anything to address the planet you live on. Call 800.789.8333 or visit www.boschappliances.com/life.



Innovation. Performance. Savings.
ENERGY STAR[®] makes it simple.

Purchase any select GE Profile[™] or GE[®] ENERGY STAR[®] qualified topload washer and receive a \$50 rebate!

Offer in effect June 29-August 6, 2006

a product of
ecomagination[™]



ENERGY STAR[®] qualified clothes washers save energy, money, and help protect the environment.

Join the national effort to help use energy wisely. Buy appliances that have earned the ENERGY STAR. Only products delivering the highest level of energy efficiency are awarded the ENERGY STAR from the U.S. Environmental Protection Agency and the U.S. Department of Energy.

ENERGY STAR[®] qualified clothes washers:



Can save up to \$110 per year on your utility bill, compared to models manufactured before 1994.



Use 18.25 gallons of water per load, compared to the 40 gallons used by a standard machine.



Reduce drying time and offer gentler cleaning action which creates less wear-and-tear on your clothes than most conventional models.

Look for the ENERGY STAR.



For more information, and a complete list of dealers call 877-4STAR 4 U or visit myenergystar.gov.



Congratulations on your decision to buy an ENERGY STAR qualified clothes washer. It's good for you, your family, and the environment. Thank you!

Valid for purchases made June 1, 2006 through November 30, 2006. All rebate requests must be postmarked no later than December 31, 2006. Limit one rebate claim per residential electric account in the NSTAR Electric National Grid BNA customer or Cape Light Compact service areas. Qualifying clothes washer must be installed within the NSTAR Electric, National Grid, or Cape Light Compact service areas in Massachusetts for more information, call 800-452-4544 or visit myenergystar.gov. This rebate offer is available to Massachusetts residential customers of NSTAR Electric, National Grid and Cape Light Compact and may be subject to change without prior notice. THE REBATE MAY NOT BE COMBINED WITH ANY OTHER UTILITY OR ENERGY EFFICIENCY INCENTIVE PROGRAM OFFER. The utility and energy efficiency service providers reserve the right to conduct field inspections to verify installation, location of loading. NSTAR Electric, National Grid and Cape Light Compact do not warrant the performance of installed equipment against its model.

Printed on 100% recycled paper.



\$100 off



Select
ENERGY STAR[®]
Qualified Clothes Washers
Mail-in Rebate
(Eligible models listed inside)

Save BIG by choosing an eligible model with a Modified Energy Factor of 1.20 or greater, which is 73% more efficient than the current federal standard.



Sponsored by



Visit a Lowe's near you to learn more about Bosch home appliances.

*After model release. Subject to rules and restrictions of model release promotion. Offer valid February 28 to April 6, 2006 on all Bosch ENERGY STAR[®] qualified appliances. †Model not on a special order form in some locations.

2006 Cool Your World With ENERGY STAR (Memorial Day – Labor Day)



Objectives:

- Target households that own older room air conditioners and multi-family buildings with multiple, inefficient units for replacement with ENERGY STAR
- Increase stocking and sales of ENERGY STAR qualified product at key retail stores

Actions:

- Participants provided incentives and consumer education through turn-in events for older, inefficient room air conditioners
- Increased retail promotion of the campaign



2006 Cool Your World Results – Web Hits



Bedroom

Your bedroom can be both comfortable and energy efficient.

Click the ★ to find tips.



Month	2004	2005	2006	Percent Change
June	10,491	16,569	22,472	+ 214%
July	8,076	13,188	46,120	+ 571%
August	4,972	8,234	19,023	+ 383%

2006 Refrigerator Campaign (July 1 – September 30)



Objectives:

- Encourage the retirement and recycling of the 33 million refrigerators in American households manufactured before 1993
- Replacement with new ENERGY STAR models

Actions:

- Developed the *Refrigerator Retirement Savings Calculator* as an educational resource for consumers
- Promotions focused on both recycling and replacement of existing units



ENERGY STAR Refrigerator Replacement Calculator

The image shows a digital interface for the ENERGY STAR Refrigerator Replacement Calculator mounted on a refrigerator door. At the top, a blue-bordered box contains text: "If you have a refrigerator that was manufactured before 1993, it is probably time to say goodbye. Enter your information in the calculator to find out how much yours is costing you." To the right of this box is a small, colorful illustration of a family (a man, a woman, and two children) standing in a field under a sun. Below this, the title "Getting Started..." is displayed in large, colorful letters. The main content area has three numbered steps: 1. "Which refrigerator do you want to check?" with two radio button options: "The main one in my kitchen" (selected) and "The extra one in my garage or basement". 2. "What is the model number of your refrigerator?" with a text input field containing "OldModelXYZ" and a button labeled "I Don't Know". 3. "How much do you pay for electricity per kilowatt-hour (kWh)?" with a text input field containing "\$0.09" and a button labeled "Find My Refrigerator". A small red asterisk indicates required fields.

- ✓ Consumer enters model number
- ✓ Calculator estimates annual energy costs and savings from replacing with ENERGY STAR
- ✓ “Special Deals” feature directs consumers to industry or EEPs’ offers
- ✓ “How To” information on local recycling
- ✓ **Received more than 41,000 hits in the first 2 months**

2006/2007 Dishwasher Pilot Campaign (December– February)



Objectives:

- Target the 30% of homeowners that do not own a dishwasher
- Identify and respond to obstacles preventing more widespread dishwasher use in certain segments of the population

Actions:

- Four manufacturers have expressed interest in participating in the pilot campaign
- California utilities will be offering incentives through 2008
- Promotion at the November Expo Tu Casa event in Los Angeles



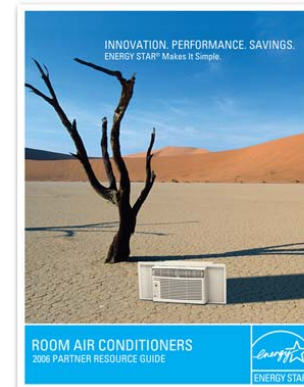
Annual Savings from 2007 ENERGY STAR Dishwasher vs. Hand Washing

- 230 hours
- \$35 in utility bills
- 5,000 gallons of water

Partner Resource Guides



- Developed to support partner promotions of ENERGY STAR appliances
- Includes consumer information, market data, and messaging to help partners promote ENERGY STAR appliances by highlighting the benefits of their use

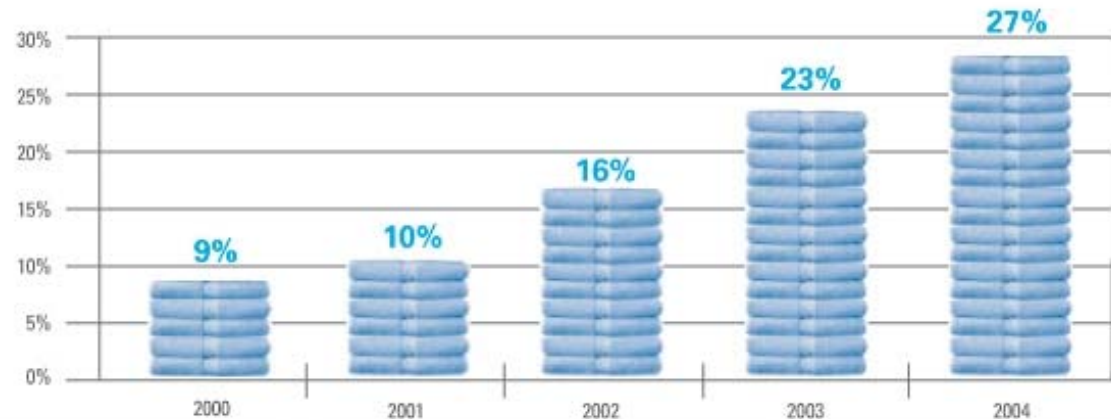


Partner Resource Guides



ENERGY STAR CLOTHES WASHER

2000-2004 NATIONAL
MARKET SHARE



TECHNOLOGY SAVES YOU MONEY

A diagram of a refrigerator with three callout boxes highlighting Energy Star features. The refrigerator is shown in a kitchen setting with cabinets and a countertop.

- MORE PRECISE TEMPERATURE AND DEFROST MECHANISMS**
Help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.
- IMPROVED INSULATION**
Located in doors and exterior walls to help food stay cold and to muffle noise.
- HIGH EFFICIENCY COMPRESSORS**
Use less energy to operate the refrigerator, often are quieter than regular compressors, and create less heat while they are running.

CHANGE FOR THE BETTER WITH ENERGY STAR

Looking Ahead to 2007: Appliance Campaign Focus



- **Clothes Washers**

- New Criteria
- Focus more activities and visibility of ENERGY STAR qualified models
- Highlight water savings

- **Refrigerators**

- Focus on retirement of older (pre-1993) units
- Promotion of the *Savings Calculator*

- **Dishwashers**

- New Criteria
- Target 30% of homeowners without a dishwasher
- Fall 2006 California Pilot for new users
- Design national campaign

- **Cool Your World**

- Summer month promotions
- Focus on retiring old units in multi-family buildings
- Joint promotion with EPA

Making 2007 a Success: DOE Priorities—Institutional/Large Buyers



- Identify new opportunities to promote ENERGY STAR Appliances among businesses
 - Aging Services Market
 - Colleges and Universities
 - Multifamily buildings
- Develop new tools to assist business consumers of appliances
 - Enhance and promote *Online Bulk Purchasing Tool*
 - Develop web content on commercial clothes washers
 - Reach out to multifamily property owners on room air conditioners

ENERGY STAR Bulk Purchasing Tool:

www.bulkpurchase.net



Bulk Purchasing - New Request - Microsoft Internet Explorer provided by D&R International, LTD

File Edit View Favorites Tools Help

Address <http://www.bulkpurchase.net/PurchaserRequestChooseProduct.aspx>

ENERGY STAR® Bulk Purchasing Tool

[Home](#) [About](#) [Submit a Purchase Request](#) [Check Request Responses](#) [Your Profile](#) [Contact Us](#)

Logged in as **testpurchaser** [Log Out](#)

ENERGY STAR® Bulk Purchasing Request Form

Step 1: Choose a product from the list below

You can only select one product at a time. You will have the opportunity to request a quote for another product at the end of this process.

- ☐ ENERGY STAR Qualified CFLs
- ☐ ENERGY STAR Qualified Refrigerators
- ☐ ENERGY STAR Qualified Light Fixtures
- ☐ ENERGY STAR Qualified Dehumidifiers
- ☐ ENERGY STAR Qualified Room Air Conditioners
- ☐ ENERGY STAR Qualified Dishwashers
- ☒ ENERGY STAR Qualified Clothes Washers

[DOE Home](#) [DOE Weatherization Assistance Program Home](#)
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Internet

Making 2007 a Success: DOE Priorities—Consumer Outreach



- Expanded outreach to Hispanic consumers
- Enhanced analysis of effective messaging and techniques
 - Measuring Market Impacts Study (CFLs)
 - Examples of effective marketing efforts
- Web site improvements
 - Partner feedback encouraged
- Continue to develop tools/materials to educate consumers

Making 2007 a Success: DOE Priorities—Partner Collaboration



- Increase cooperation and information-sharing between partners
 - Identify opportunities to collaborate for mutual gain
 - Promote use of DIME: Database for Incentives and Joint Marketing Exchange
 - Collect required quarterly sales data for all ENERGY STAR products from all retailer and manufacturer partners
- Develop and share best practices and proven approaches
 - New program models
 - Alternatives to rebates
 - National Energy Efficiency Action Plan
- Assist partners in Southeast and Southwest launch new programs
 - Newly established *Southeast Energy Efficiency Alliance*
 - *Southwest Energy Efficiency Partnership*
 - Regional DSM spending has grown more than 5X over last 5 years

DIME



ENERGY STAR - Microsoft Internet Explorer provided by D&R International, LTD

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Address http://www.energystar.gov/index.cfm?fuseaction=activity_search.basic

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Database for Incentives and joint Marketing Exchange

This tool is to help manufacturers and retailers identify regional incentive and marketing opportunities for promoting ENERGY STAR qualified products and to enable all partners to coordinate with the appropriate contact from other partner organizations on promotional opportunities.

What you can do:

Look up Incentives and Marketing Opportunities and their contacts for the following products:

- + [All Appliance Opportunities](#)
 - [Clothes Washer](#)
 - [Dehumidifier](#)
 - [Dishwasher](#)
 - [Refrigerator](#)
 - [Room Air Conditioner](#)
- + [All Heating & Cooling Equipment Opportunities](#) - includes opportunities for boilers, central air conditioners, furnaces, heat pumps, and programmable thermostats
- + [All Home Improvement Product Opportunities](#) - includes opportunities for windows and insulation
- + [All Lighting Product Opportunities](#)
 - [Ceiling Fan](#)
 - [CFL](#)
 - [Light Fixture](#)

Use the [Advanced Search](#) to further customize your search by state, timeframe, campaign, and opportunity.

[Request a list of contacts for coordinating with retailers.](#)

[Request a list of contacts for coordinating with manufacturers.](#)

If you are a retailer or manufacturer partner and have opportunities you would like to share via this public tool, please contact your

Making 2007 a Success: Coordinated Market Transformation Strategy



- Integrate ENERGY STAR efforts with other DOE market transformation efforts
 - ENERGY STAR, one important part of a larger solution
 - Zero Energy Homes
 - EnergySmart Schools
 - Alternative fuels/E85
 - New Orleans/Southeast rebuilding efforts
- Seize public interest in broader energy concerns
 - Interest in climate change
 - Fuel prices
 - Oil dependence
 - Green building

Contact Information



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EXTRA NOTES



Table 1. Electric Utility Spending on DSM Programs in the Southwest, 2001-06

State	DSM program budget (million \$ per year)					
	2001	2002	2003	2004	2005	2006 (est.)
AZ	8	4	4	4	9	34
CO	3	11	13	21	24	22
NV	2	3	11	11	14	26 (1)
NM	2	2	2	2	2	3
UT	5	9	12	16	20	25
WY	~0	~0	~0	~0	~0	~0
Region	20	29	42	54	69	110 (1)

Notes: (1) Does not include an additional \$3.7 million proposed by Nevada Power Company and Sierra Pacific Power Company in March, 2006.

Contact Information



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